



Workington Academy - Sixth Form

Subject: Level 3 Cambridge Technical Diploma in Digital Media (this is a double award course)

Why you should study Digital Media

The creative industries are an important growth area in the UK, bringing significant cultural and economic benefits. The Cambridge Technicals in Digital Media offer understanding by empowering students to work with media products, production processes and technologies. This leads to practical and creative skills that transfer into the workplace. Units on offer cover a range of exciting and current media including media, radio, television, film and social media, with endorsement for specialist pathways in moving image & audio production. An integral part of the course may include optional study visits to the Business/ICT/Media Live Conference held in Disneyland Paris, Media City in Manchester and the Harry Potter Experience in London.

Examination Board: OCR

Course Content

Media products and audiences - this unit aims to allow students to develop an understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. They will learn about the different ownership models in the media industries, how to analyse different media products within the sector, how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.

Pre-production planning – this unit aims to allow students to understand the pre-production process that the creative media industry follows when creating a product. They will learn how to carry out research in the planning stage of a media production and about the various acts of legislation that need to be considered. They will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. They will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.

Create a media product – students will apply their learning gained in the media products and pre-planning units to plan and produce a media product. They will complete planning materials to take them forward in the production and post-production stages of their intended media product. They will plan, produce and edit original content for their intended product.

Cinematography - this unit aims to allow students to learn how to use digital video cameras and digital single-lens reflex cameras (DSLR) (video) in manual mode. Also, they will explore the effect of light entering the camera and how to light different types of shots for studio and location. They will be able to create moving image test shots to potentially show the effectiveness of different exposures, frame rates, depth of field and lighting configurations. They will also use post-production techniques to enhance meaning.

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UK broadcasting – this unit aims to allow students to understand the structure of broadcasting organisations and the types of job roles within them, to understand the considerations for broadcasting productions in the UK and be able to apply their understanding by scheduling productions for broadcast on an identified platform or channel.

Radio production - this unit aims to allow students to understand the structure and organisation of radio broadcasting as well as existing types of radio programmes. They will analyse style, presentation and structure of existing types of radio programmes and will gain practical skills through the planning, recording, and editing of their own original short radio programme for a specific radio station.

The creation & use of sound in media - this unit aims to allow students to understand the sound elements used in media products and how they are produced. They will be able to develop ideas for, and plan the production of, a soundtrack containing a range of sound elements. They will gain practical skills by recording and editing sound elements for use in the production of a final soundtrack.

TV and short film production – this unit aims to allow students to apply their knowledge of pre-production to generate materials for a short film or TV programme. This will not only allow them to build on skills of producing a proposal, storyboarding and scripting but will also give them the opportunity to work as part of a team and specialise in a particular production role. They will edit footage in post-production and have the opportunity to apply special and visual effects in order to create a short film or TV programme for a specific purpose and audience. They will then go through the process of presenting their work as a screen test to a focus group or specific audience. They will evaluate their production through analysis of feedback which will give them the opportunity to reflect on their work and identify areas for their development and improvement.

Create audio-visual promos – this unit aims to allow students to understand audio-visual promos in terms of their use, how audiences are targeted and how existing audio-visual promos are constructed. They will be able to take a brief and from this be able to generate ideas and plans for an original audio-visual promo including understanding the legal, moral and ethical framework that they would work under in producing such a promo. They will be able to produce material for an audio-visual promo, carry out post production processes to create the audio-visual promo, gain feedback to justify any decisions that are made and ensure the final promo meets the needs of the brief and matches the target audience.

Visual and special effects - this unit aims to allow students to understand visual and special effect techniques and their application and use in film and TV in both the production process and in digital post-production. They will develop ideas and produce pre-production material for a sequence containing three different visual effects and one special effect that is safe to use. They'll produce the footage to contain the effects and edit the final sequence.

Cross media industry awareness - this unit aims to allow students to develop their understanding of how different media sectors operate and what products they produce. They'll develop awareness of how concepts and brands are adapted into different products (such as books into films) in order to widen audience reach, the impact that new technologies have on the industry in terms of revolutionising the production and distribution of their products and opportunities for synergy. They'll investigate different job roles within the media industry, be able to compare and contrast skills needed, and plan a suitable route of progression into the career that they have an interest in.



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Social media and globalisation - this unit aims to enable students to understand the ways in which online technologies and social media products have created a globalised, connected society and how such tools are used by media producers. As part of this they will evaluate the positive and negative impacts of social media on businesses, individual users and producers, issues surrounding censorship and regulation of social media, and the impact this has on media production and distribution. They will investigate how media producers use contemporary social media to generate ideas, fund and plan projects with other professionals and how social media is used commercially to create awareness and advertise products to global audiences.

Assessment:

The course consists of 12 units over the course of two years of study and is a double award. Some units will be combined to make more interesting and realistic projects for the students to undertake. Three units are assessed externally with a written exam, an assignment will be set for each of the other units which will be assessed internally and moderated externally. Grades from the twelve units will be aggregated to give a final award.

Skills Developed, Progression and Possible Future Careers

Transferable skills are valued by employers and Higher Education (universities and colleges). Following the course, you could seek employment or an apprenticeship in TV, film and video production, radio or media. Alternatively, you could progress to university or college to study for an Honours Degree or a Foundation Degree in digital media or a related subject.